

After Victory



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FLORIDA STATE LIBRARY

AFTER VICTORY---

Prepared by direction of
Senate Concurrent Resolution No. 9
1943 Legislature

Hon. Philip Beall, President, Senate
Hon. Richard Simpson,
Speaker, House of Representatives

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Tallahassee, Florida





S

OME DAY, we hope soon, this greatest War of all times will end. **After Victory** will come a new day . . . the world will return to peace, civilization, and progress. And our young men and women, now in uniform, will return with an outlook enlarged and a new evaluation of opportunities. They will think straighter and with broadened vision . . . demanding more of themselves, their country, and their future.

For these men and women . . . grown greater in strength, harder to satisfy, eager to accomplish more in a new beginning . . . a new life will begin **after Victory**.

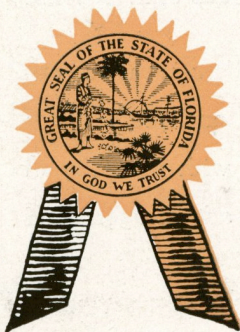
Some will return and take up civil life where they left off . . . many others will lay foundations entirely new.

Florida, the nation's last frontier, offers unusual opportunities, and a haven for healthful and pleasurable living. It is a great agricultural state with diversity of crops and products and year around advantages; and

yet, 10,000,000 acres of good soil await development. The state's climatic advantages, its untapped natural resources, and its geographical position as the open gateway to the great republics of South and Central America, indicate an extremely bright future for increased industrial expansion.

Already thousands of Americans have recognized the advantages of living and working in this blessed land of sunshine, flowers, oceans, lakes, rivers, forests and prairies; the latest Federal Census reveals that Florida is the fastest growing state in all the Union.

On the following pages is told the graphic and exciting story of magic Florida . . . its Agriculture, its Industry, its Sports and Recreation, and its many and varied points of interest. Turn these pages and acquaint yourself with America's fastest growing commonwealth . . . and **after Victory**, come and be with us . . . whether to live or just for a visit. You will find a hospitable and progressive people and proof that here is one of the greatest places in all the world in which to live, work, and play.



Francis L. Holland
Governor of Florida.



LAND OF OPPORTUNITY

Florida has no state bonded debt.

No state income tax.

No general sales tax.

No tax on homesteads up to the value of \$5,000.

No state tax on lands.

No poll tax.

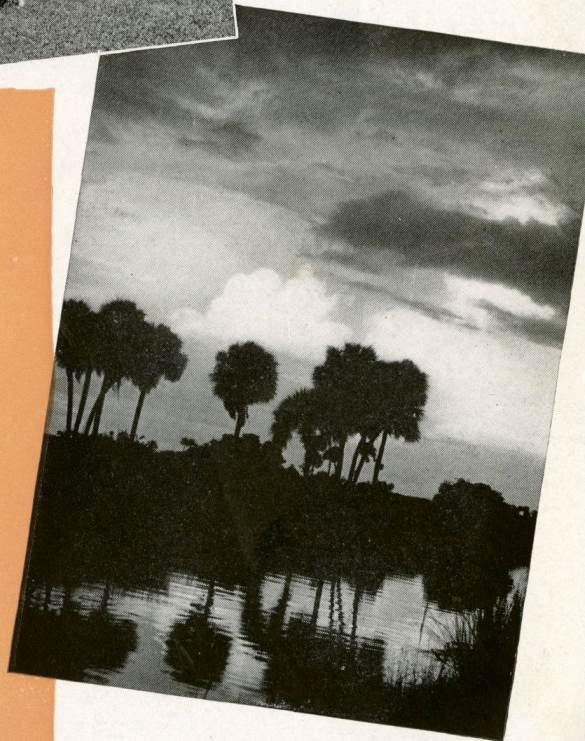
New industries are exempt from taxes for fifteen years.

Florida has more sunshine in winter and less in summer than any other state.

The mean annual temperature ranges from 68.8 to 72.3.

The average rainfall is 52.4 inches.

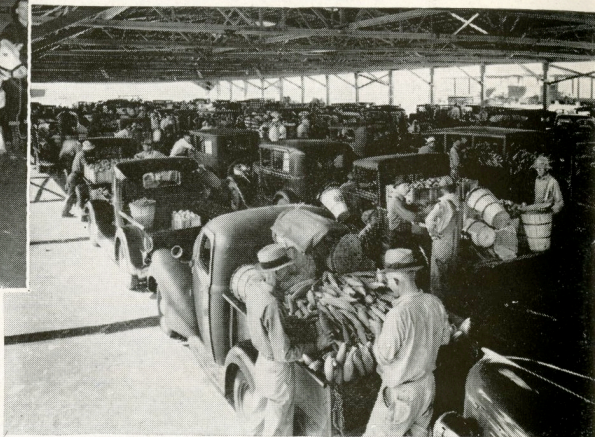
The health giving properties of Florida's vitamin rich sunshine is world famous and is one of the richest natural resources to be found anywhere.





FFA Exhibit at State Market, Ocala

Right—Main shed of the
Plant City State Market



State Market at Sanford

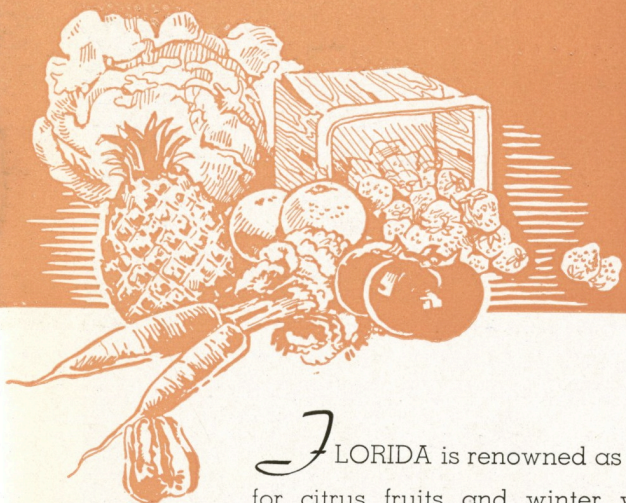
Right—Tobacco Auction at
Live Oak State Market

The great State Market
at Pompano



STATE MARKETS

AGRICULTURE



Part of the celery crop in
Seminole County

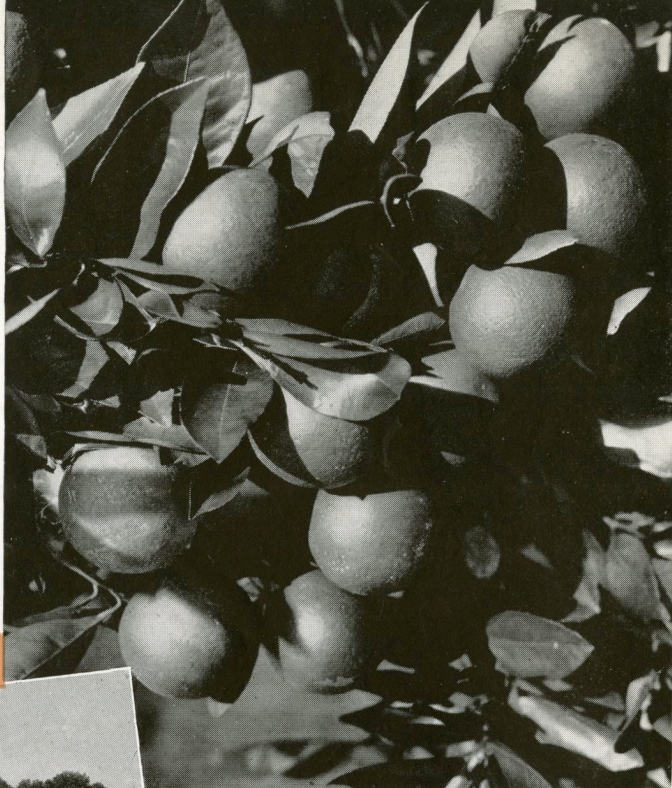
FLORIDA is renowned as an agricultural state, especially for citrus fruits and winter vegetables. In the production of grapefruit, celery and winter truck crops, Florida leads the nation. The value of Florida's farm and grove crops now approximates \$140,000,000 annually. Yet the potentials of Florida's agricultural wealth have hardly been touched. Only one-sixth of the state's 35,000,000 acres are under cultivation and vast areas still await the plow and the hand of the skilled farmer to make them yield their riches.

To the agriculturalist Florida offers a great and constant challenge. No other state can produce such a variety of field crops including tobacco, corn, rye, oats, peanuts, velvet

Luscious citrus fruit abounds in Florida



Florida means
"citrus fruit"
to most folks



Left—One of Florida's
strawberry fields

Right—Thousands
of acres produce
tomatoes in Florida
each year





Peanut picker in operation
Central Florida

AGRICULTURE

beans, cowpeas, soybeans, and sugar cane in addition to the citrus and winter truck production as well as numerous lesser but profitable fruit and nut crops including the recent large planting of tung nuts which are now producing quantities of tung oil essential to the paint and varnish industry.

Few other states have made greater progress than has Florida in modernizing their methods of crop production and marketing. This is exceptionally important in the light of probable post-war agricultural trends toward crop diversification, and the greatly increased use of agricultural crops in the manufacture of a wide range of non-food products such as plastics.

In post-war Florida the enterprising young farmer will find a golden opportunity for the fullest use of his abilities and energies in a climate ideally adapted to crop production and pleasant living . . . a year-round growing climate where mean annual temperatures average from 68.8 to 72.3 degrees and the abundant average annual rainfall of 52.4 inches are conducive of maximum yield of all types of crops.

Right—Many carloads of these
delicious watermelons are
shipped from Florida





Cotton is again becoming an important Florida crop



Florida is noted for fine tobacco



Left—Gladioli bulb growing is a major item in Florida

Florida furnishes an immense potato crop very early each spring





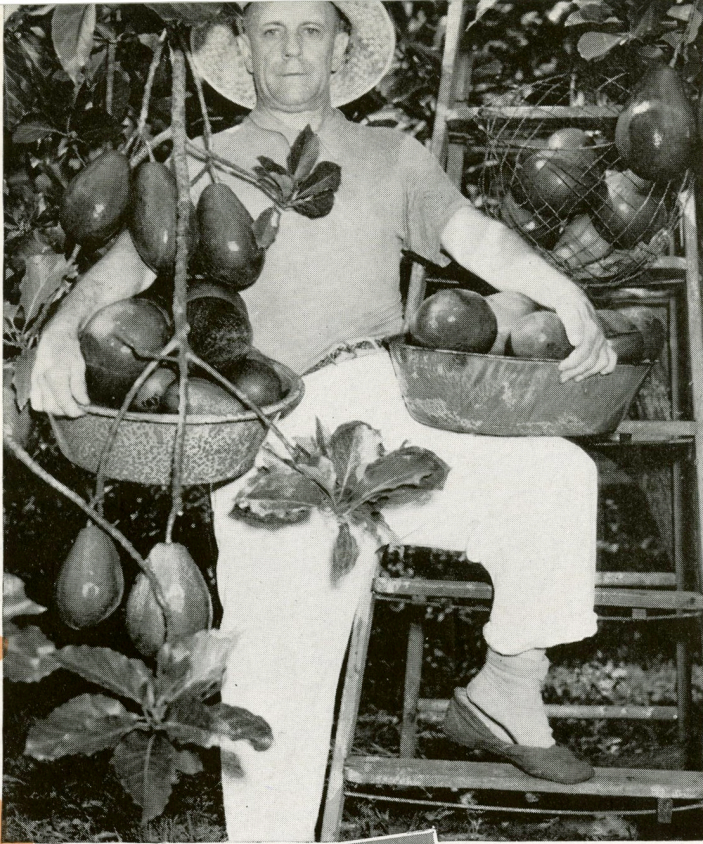
Millions of families will enjoy these cabbages

Florida raises thousands of acres of beans annually



Sugar cane in South Florida





Avocados growing
in Florida



Many carloads of honey are
shipped from Florida each year

Nuts from the Tung Tree,
from which precious
Tung oil is pressed





Poultry
farms,
large and
small, are
being
developed
all over
Florida

Right—Fine beef stock has
replaced the longhorn on
Florida's ranges



The days of the
"razorback"
are over

Below—One of the many dairy herds
to be found in Florida





A corner of the
celebrated sponge
market at
Tarpon Springs

"Shucking out"
Florida Oysters



INDUST

A few of the hundreds of
fishing craft operating from
Florida's harbors



Pine forests cover much of Florida and lumbering is a principal industry

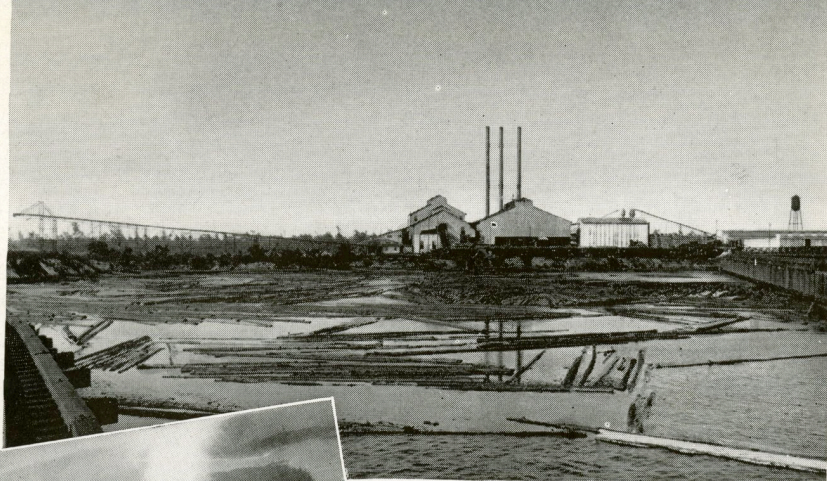
*D*URING the decade immediately prior to this war Florida had begun to gain stature as an industrial state. Increasing numbers of manufacturing concerns have established plants in different parts of the state to take advantage of raw material resources, particularly wood products, naval stores, sugar and tobacco. Raw materials imported from our Latin-American neighbors will undoubtedly stimulate new manufacturing enterprizes here—logically and conveniently located between the two Americas.

It had long been known that Florida could supply materials for the manufacture of glassware, china, insulating materials,

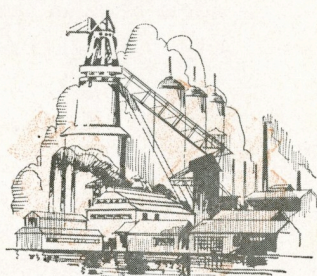


One of Florida's many plants producing rosin and turpentine

RY



One of Florida's great
lumber mills

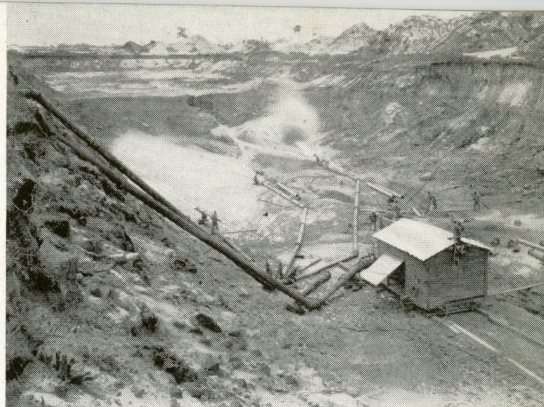


Left—One of our several
large paper mills

Below—Crate making is
an important industry



Mining phosphate in
Polk County, Florida

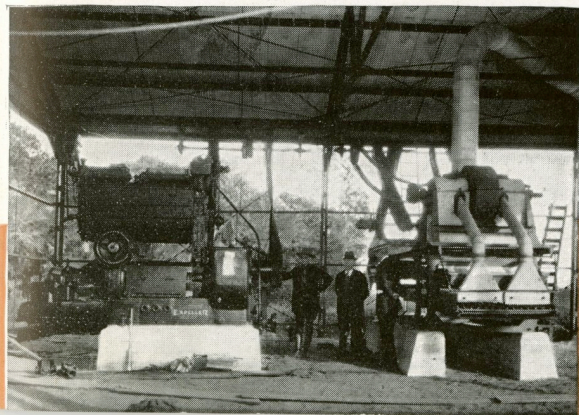


INDUSTRY

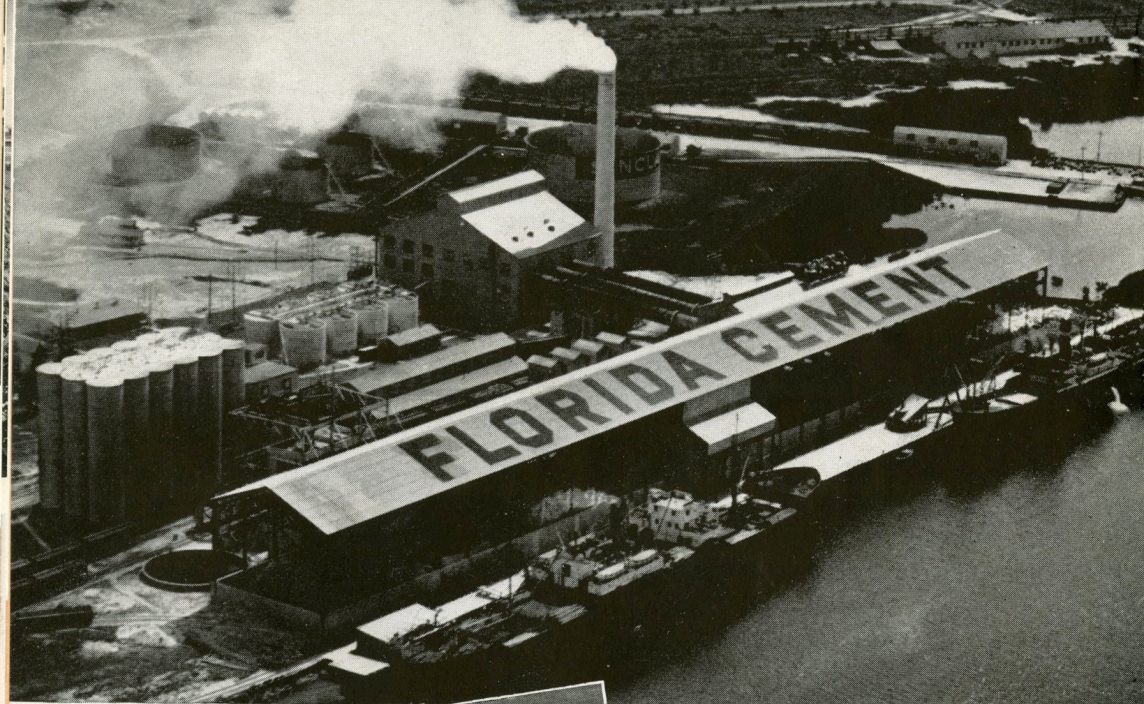
fertilizers, cotton goods, tile, filters, paper, roofing, portland and limerock cement, furniture, buttons, leather goods, awnings, tents and many other products.

However, Florida's industry, like its agriculture, is barely beyond the pioneer stage. Wartime industrial demands have turned the eyes of many established industrial concerns and investor groups toward Florida because the vast raw material resources, its 8,000 miles of paved roads, 7,500 miles of railroad trackage and numerous good ports hold not only great promise for profitable domestic operations but also for the development of South American trade.

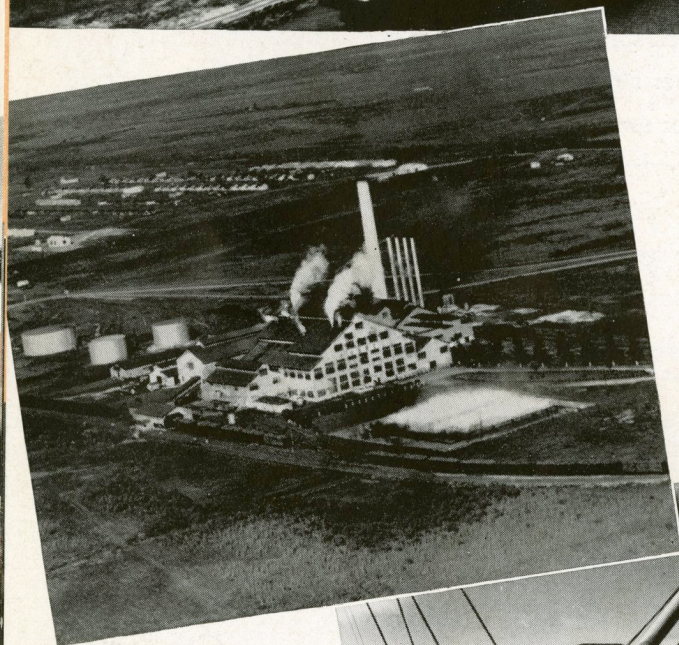
In consequence, Florida's present annual output of \$300,000,000 worth of manufactured goods will multiply many times over when peace comes . . . creating employment for thousands of new families as known industrial opportunities are exploited and as war-born discoveries are adapted to peace-time uses.



Modern Tung oil crushing
and expelling plant



Florida is the source of great
shipments of cement

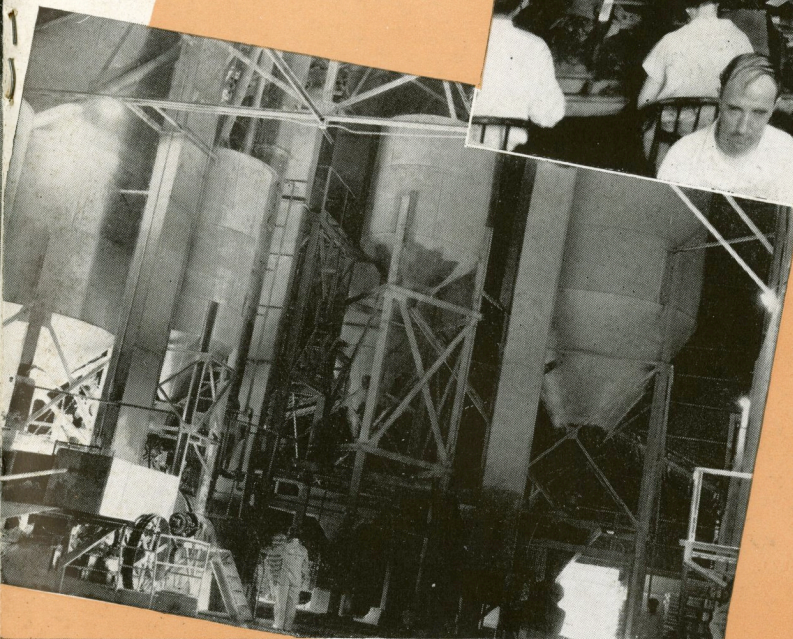


Left—Great sugar mill at
Clewiston, Florida



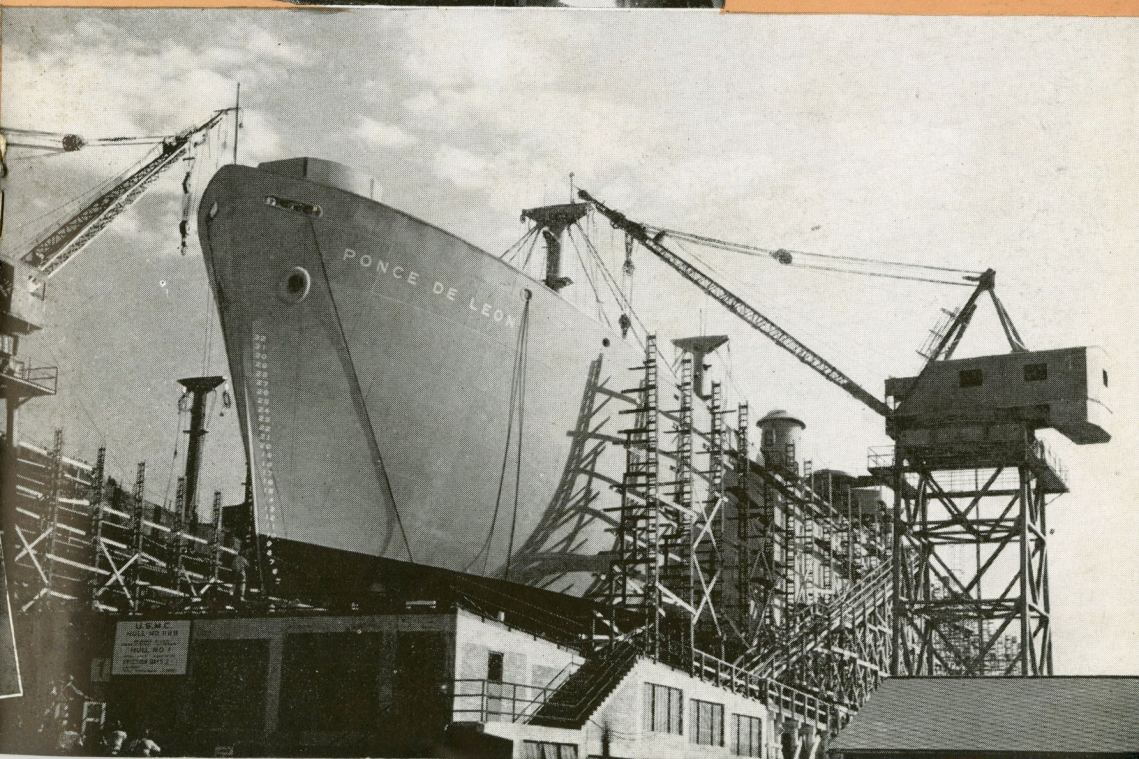
Loading fertilizer at one
of our large plants

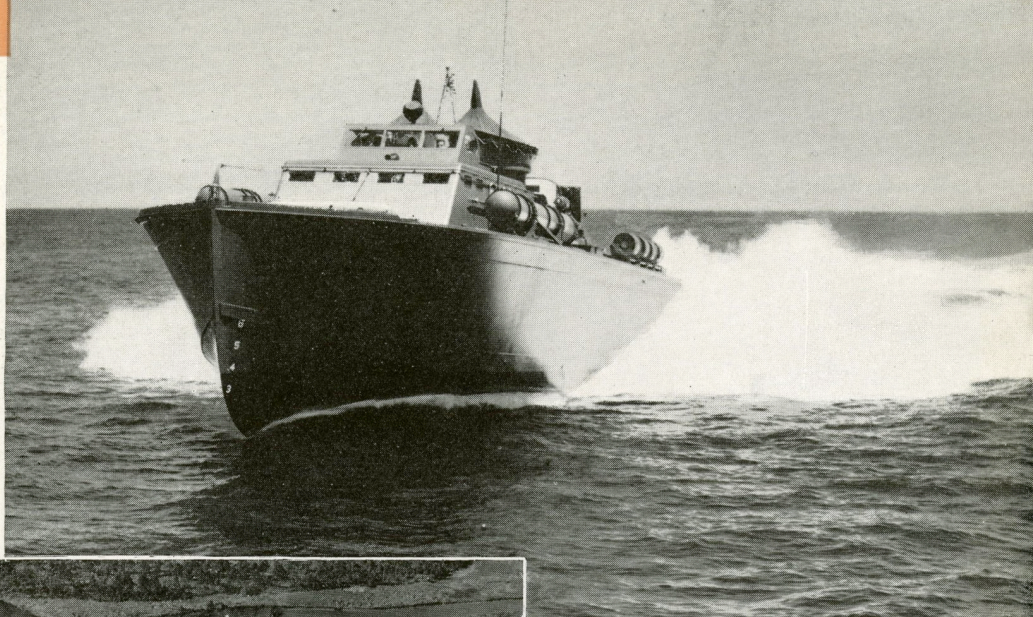
Cigar making is an
outstanding industry
in Florida



Left—Great lime kilns like
this one operate in Florida

Below—Ship Building for
Uncle Sam'in Florida





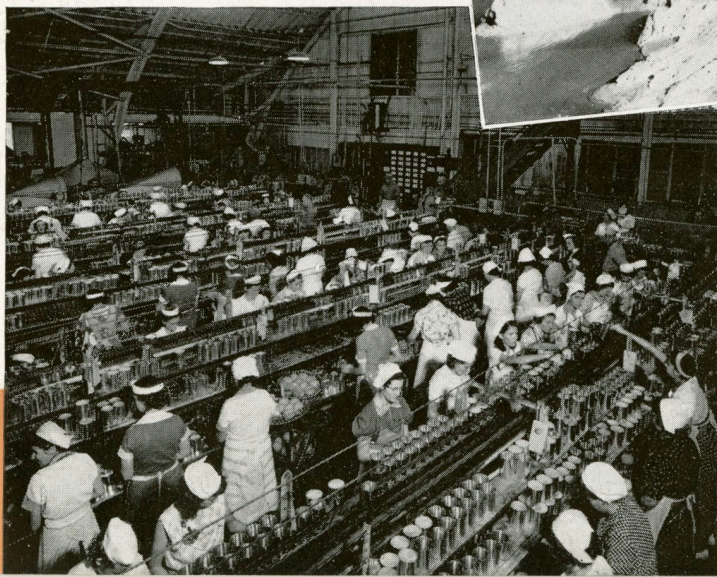
A PT boat designed and
built in Florida



Above—One of Florida's great Naval Stores
plants—Extracting oil from pine stumps

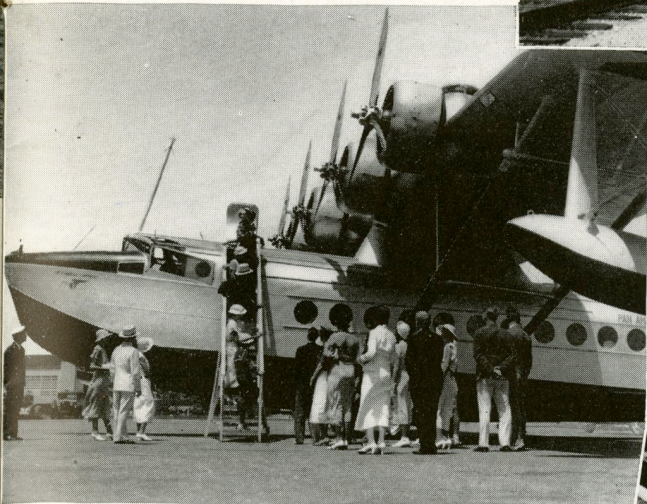


Mining Fuller's Earth
in Florida



Left—One of our many
canning plants

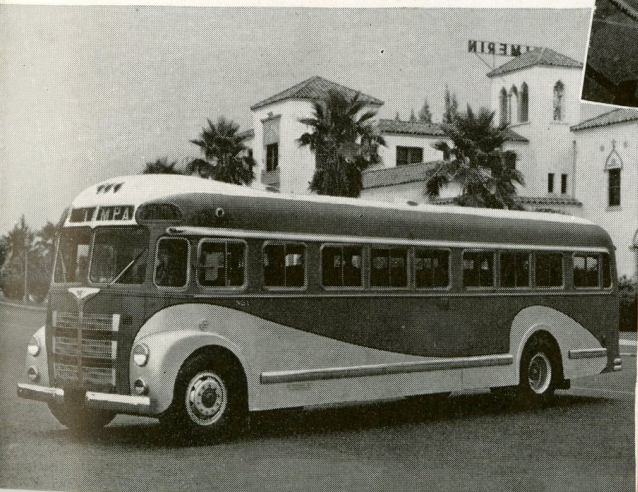
Modern trains to and
through Florida



Shipping is a tremendous
item of Florida activity

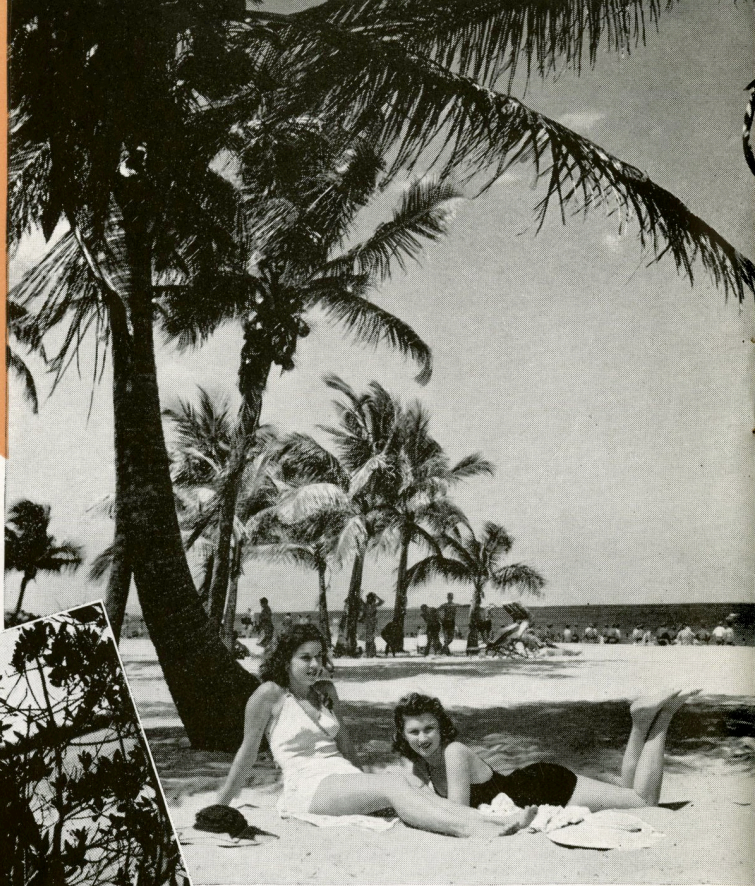


Air transportation over
land and sea

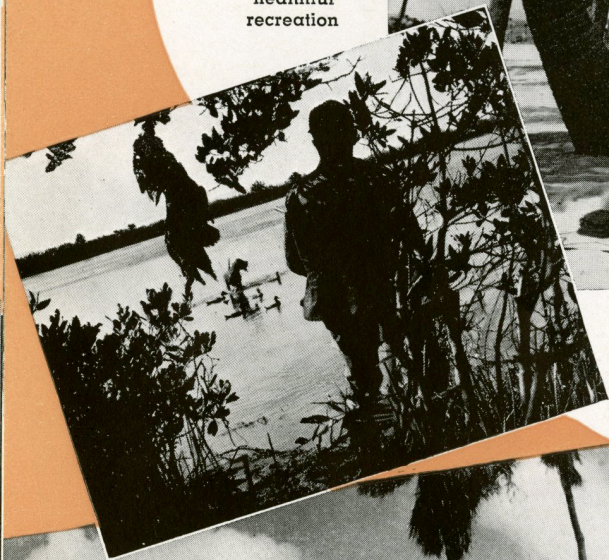


Motor bus service is
most comprehensive

Florida's
beaches offer
year-round
sport and
healthful
recreation



Wild ducks and geese
provide the hunter with
real sport in Florida



A championship game
on one of Florida's many
fine golf courses

SPORTS AND RECREATION

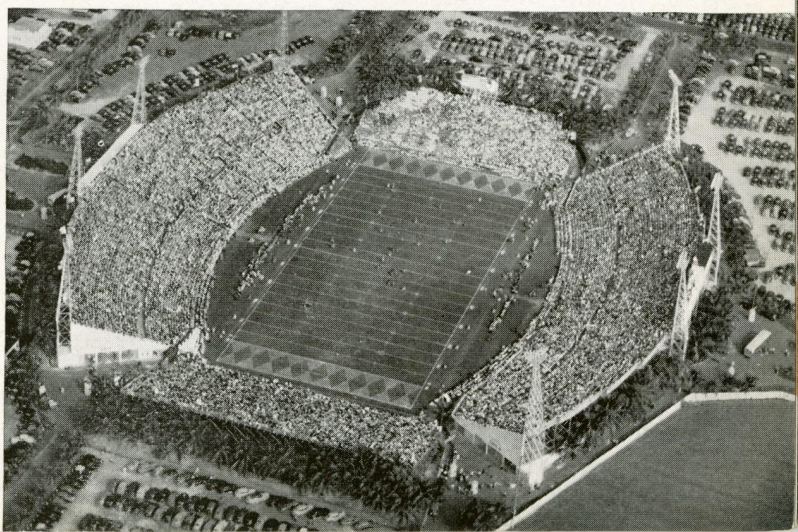
TO THE visitor, Florida's limitless opportunities for pleasure seem so idyllic as to be almost unreal. The resident of Florida, however, accepts them as gifts of nature to be enjoyed daily for the sake of long life and happy living.

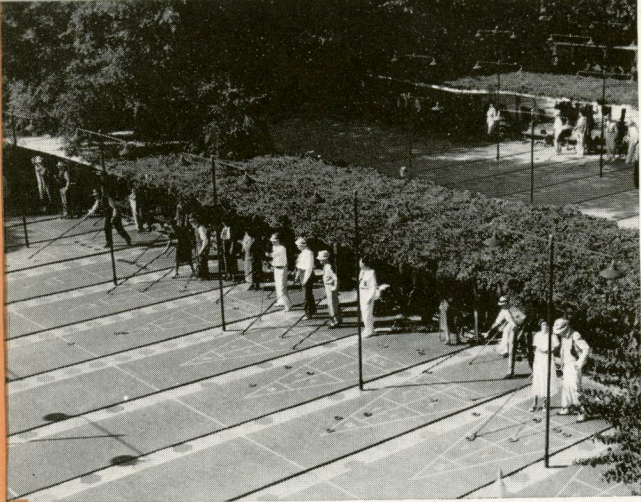
In only a few other places on earth has the art of relaxation been so carefully nurtured or the facilities for pleasure so thoroughly developed.

Florida's beaches, laved by varicolored waters, are the finest in the world . . . its coastal waters and thousands upon thousands of unspoiled lakes teem with game fish . . . the vast woodlands are filled with wild-life including deer and the lordly wild turkey.

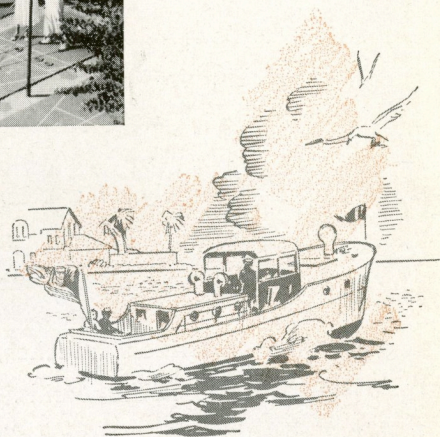
Life in Florida need never be dull for here the lover of any sport or amusement, whether it be the rugged wilderness variety or the more sophisticated resort pleasures, will find complete and constant satisfaction.

Miami's renowned
"Orange Bowl"
game





Shuffleboard is a major sport
in Florida



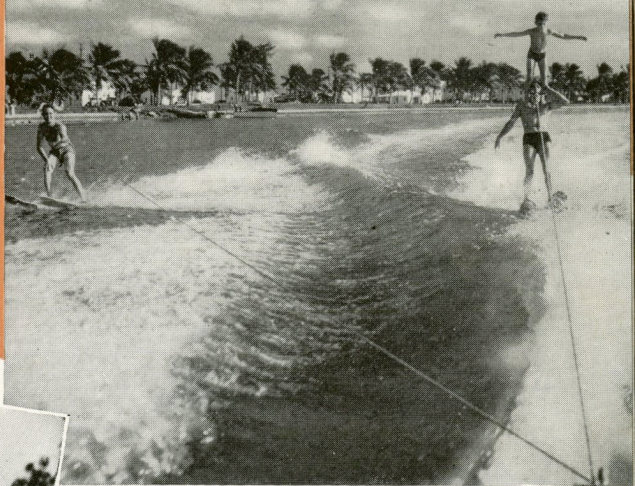
Florida has deer in
abundance to try the
hunter's skill



Ready for a sail—Florida
has many rivers, lakes,
bays and ocean stretches



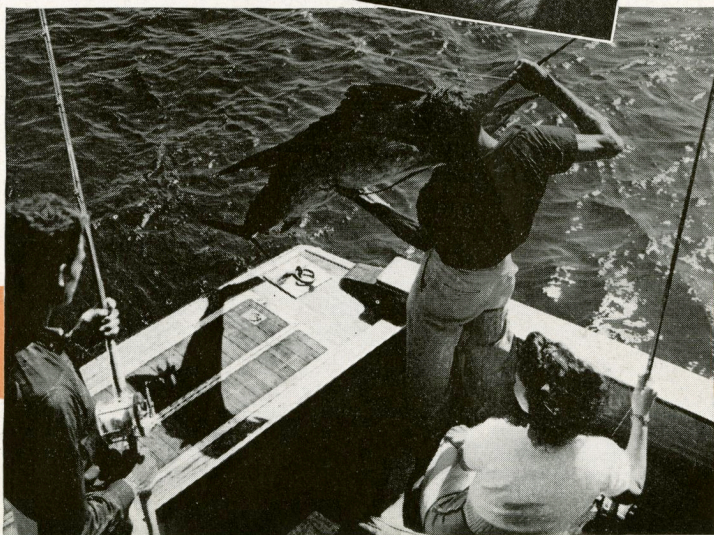
Surfboard riding on Florida's many waters is a most exciting sport



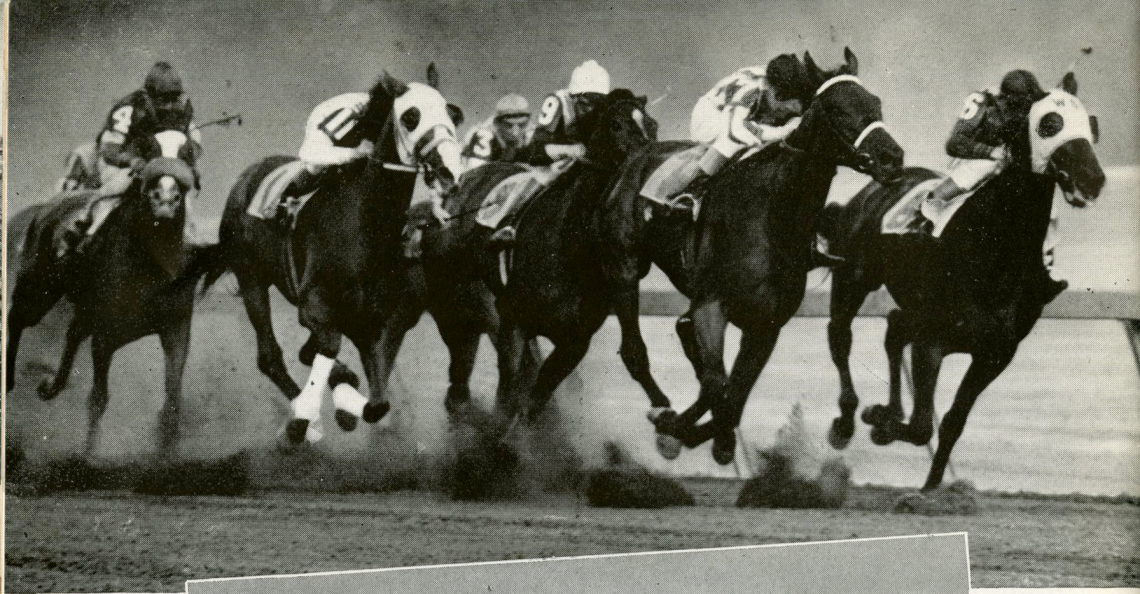
Below—Florida, where big bass bite



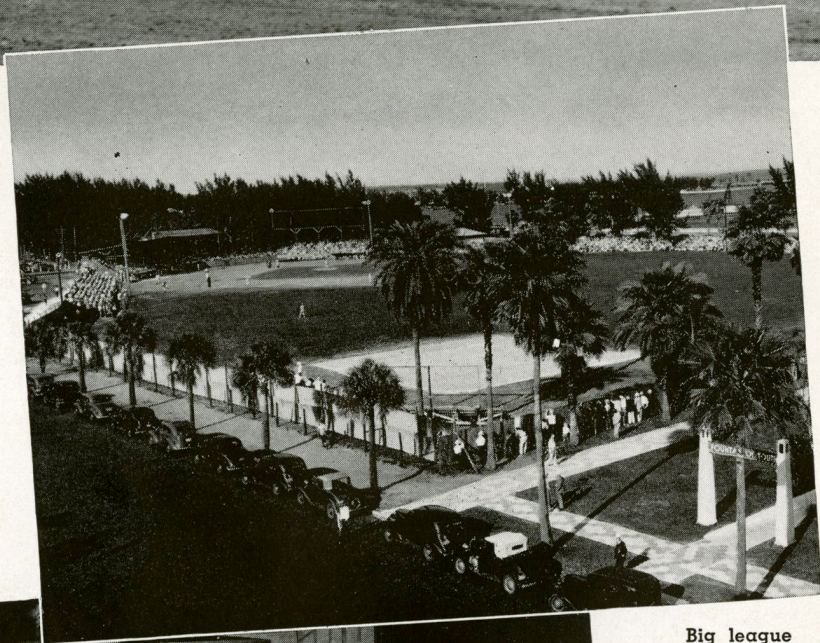
Plenty of birds in Florida fields and forests



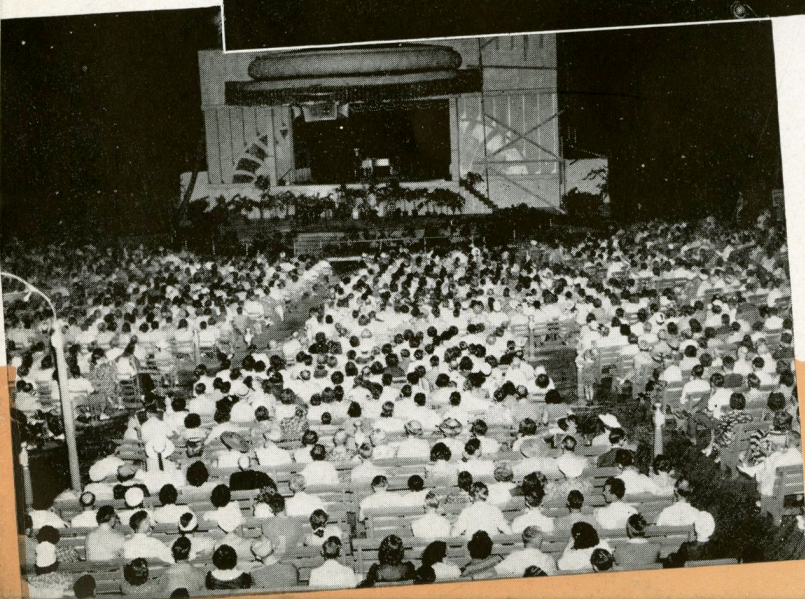
Landing a sail fish in the Gulf Stream



"The Sport
of Kings"
in Florida



Big league
baseball exhibition
games in Florida



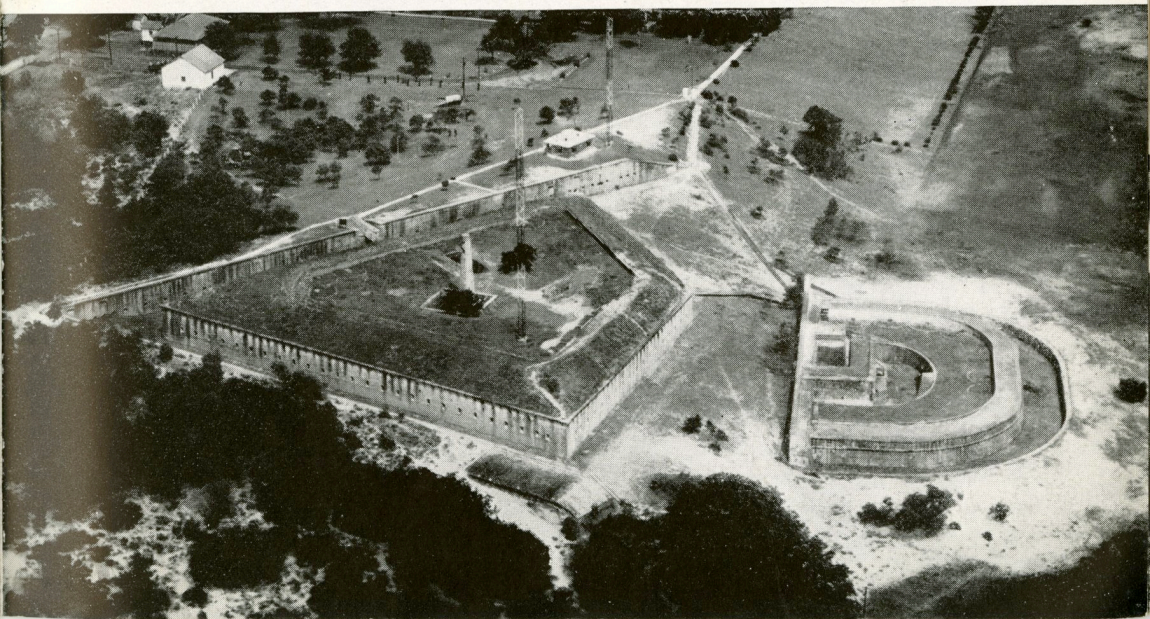
Plenty of community
entertainment in Florida
towns and cities

POINTS OF INTEREST

*F*LORIDA has so many worthwhile points of interest that it is safe to say that few Florida visitors ever see all of them. To know and enjoy them fully one must see all parts of the state—from the verdant hills of the north to the palm covered semi-tropical plains of the south.

In addition to the brilliant resorts and an amazing array of casual natural wonders, Florida offers four magnificent national monuments, Fort Jefferson, Fort Marion, Fort Matanzas and Santa Rosa Island; the Apalachicola, Osceola and Ocala National Forests; four state monuments, eleven state parks, eight renowned and beautifully landscaped gardens, each different and each worth seeing; and perhaps the largest number of famous springs within the border of any state—Silver Springs at Ocala; Rainbow Springs, Dunnellon; Wakulla Springs, Tallahassee; Weekiwachee Springs, Brooksville; Green Cove Springs; DeLeon Springs, DeLand; Sulphur Springs, Tampa, and Salt and Juniper Springs in Marion County.

Old Forts Barrancas and San Carlos at Pensacola





On the ramparts of old
Fort Clinch, Fernandina

Right—In Hillsborough
River State Park

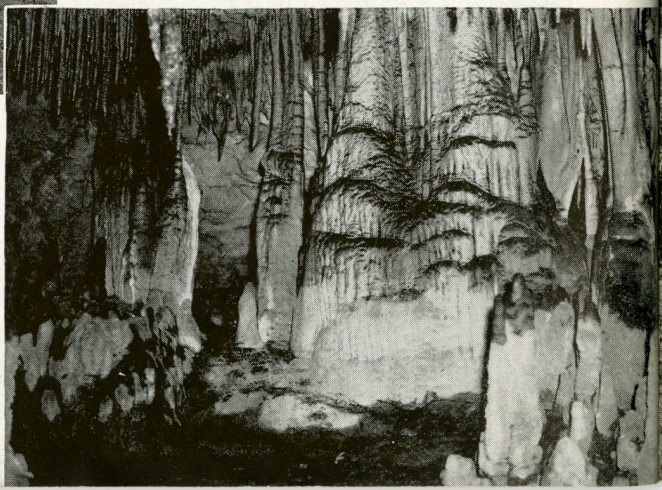


STATE PARKS



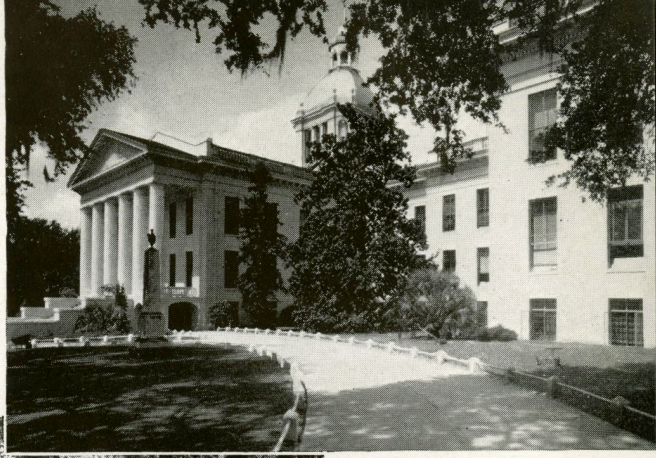
Scene in Highlands Hammock
State Park

Right—Marianna Caverns





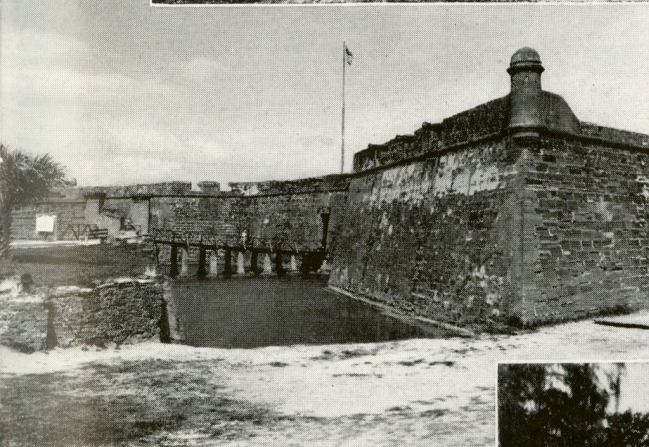
Below—A scene in beautiful
Azalea Ravine Gardens
at Palatka



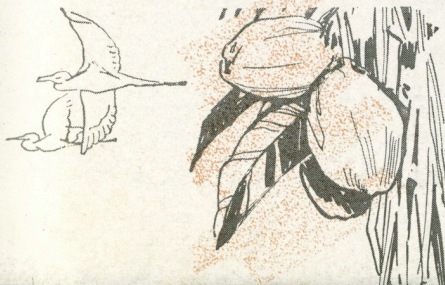
The State Capitol at
Tallahassee

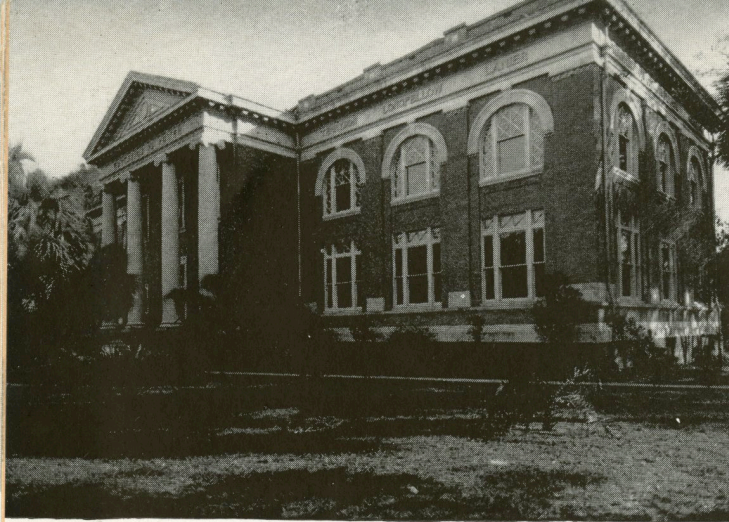


Below—World-renowned Wakulla
Springs, near Tallahassee



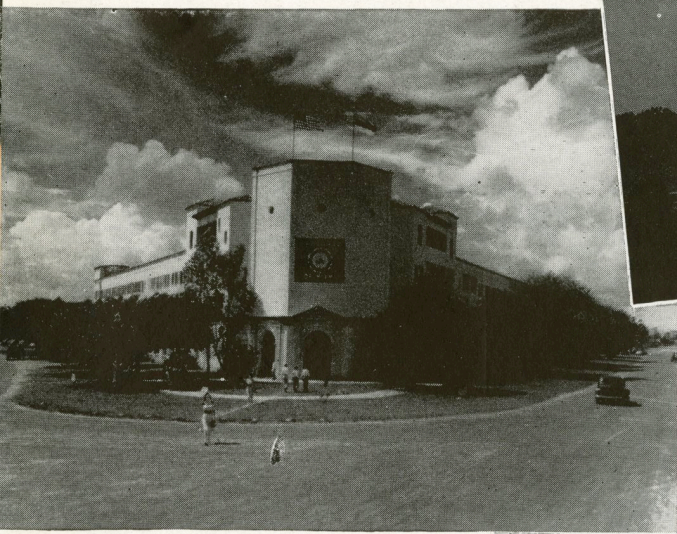
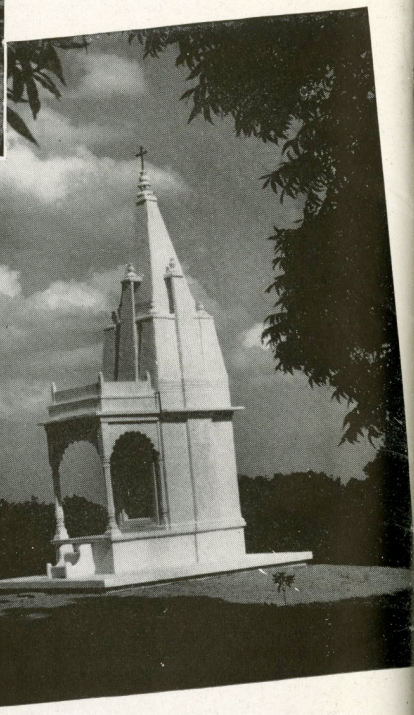
A bastion of old Fort San Marcos
at St. Augustine





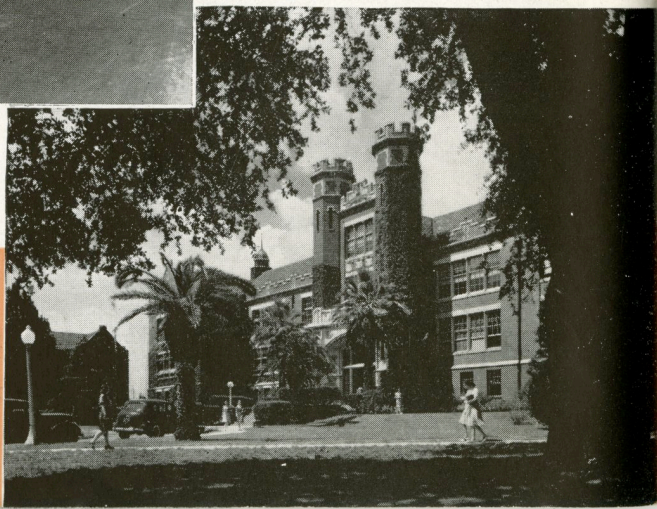
Carnegie Library at Stetson University
DeLand

Below—Hindu Shrine at Florida
Southern College, Lakeland



University of Miami

Administration Building
Florida State College for Women
Tallahassee





One of the buildings at Florida
A. & M. school for Negroes at
Tallahassee



On the Florida State University Campus
Gainesville



Left—Tampa University

Memorial Chapel
at Rollins College
Winter Park





Part of world-famous Overseas highway, stretching from the Mainland to Key West

A glimpse of beauty and charm in Oriental Gardens, Jacksonville



Soldiers crowning their beauty queen at beautiful Cypress Gardens, near Winter Haven



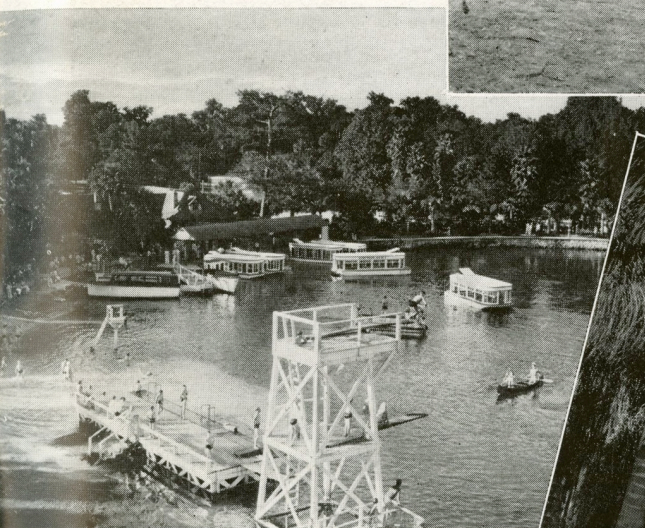
Mountain Lake Singing Tower near Lake Wales





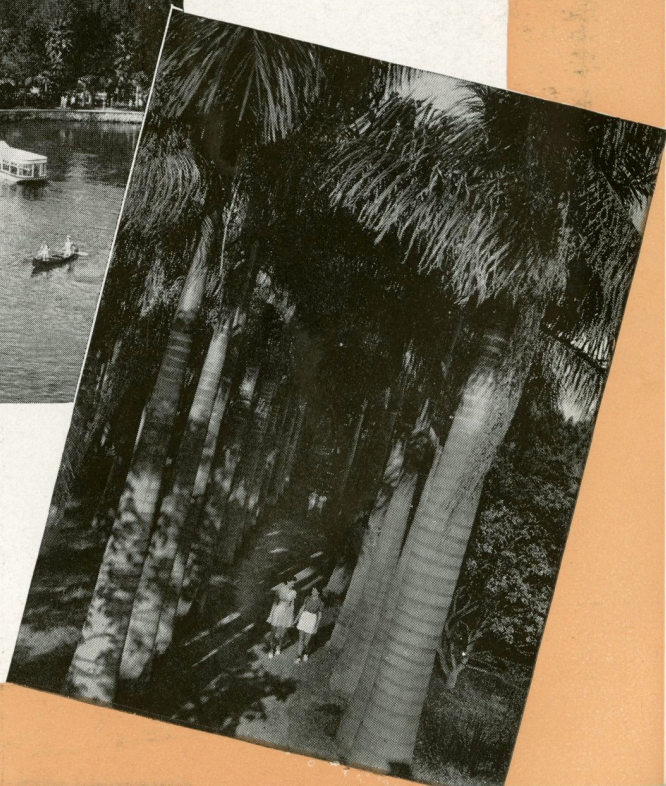
St. Augustine
Alligator and
Ostrich Farm

A Seminole Indian Village
in South Florida

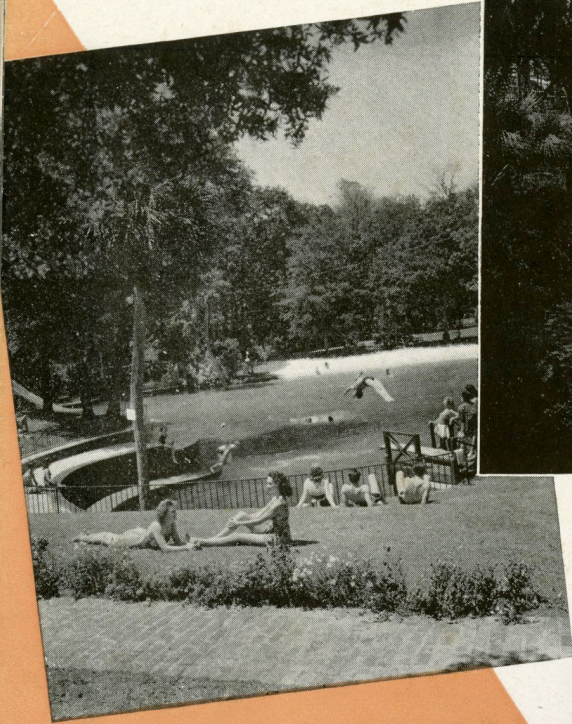


World Renowned Silver Springs
near Ocala

Right—Royal Palm Avenue in
McKee Jungle Gardens

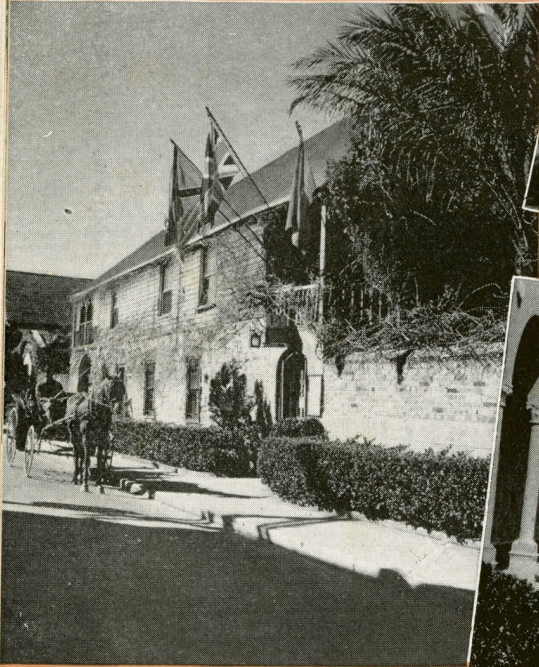


Right—Rainbow Springs, near Dunnellon



Above—Sanlando Springs, near Orlando

Right—In Dupree Gardens, near Tampa



Above—Oldest House in U. S.
St. Augustine

Right—Ringling Art Museum
Sarasota



There is much
to see in
All-Florida!



Rev. William R. Roper
1112 St. George St.
St. Petersburg, Fla.



Look Inside - at the
PICTORIAL MAP of All-Florida



SCENIC and PICTURESQUE Florida

FOLLOW the sunshine state's network of modern highways to every traditional and enchanted point of interest in this historic and scenic peninsula.

Yield to the lure of the playground of America, fascinating resort of pleasant winters and delightful summers. Visit its many and different beaches stretching over the longest coast line of any other state. Enjoy a sports program almost without parallel for variety. Drop your line into some of the world's greatest fishing waters.

Drive comfortably over wide, safe roads to Florida's state parks, game preserves, federal forests, natural wonders, mammoth springs, and gardens filled with rare, exotic flowers and tropical growth.

Leisurely travel the shaded, pleasant byways offering peace and rest and in imagination re-create the romantic days of the first conquistadors.

He who comes once comes again with his friends and Florida's visitors multiply from year to year.

